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Amusement Pages Have New Look



By JAY L. SMITH

J. H. Crang & Co., one of Canada's leading stock brokerage firms, have prepared a prospectus for their clients in respect to Famous Players Canadian Corporation. There is so much information contained in this prospectus, not only referring to F-P, but to the Motion Picture Industry as a whole, that I felt it of value to reprint a good portion of the prospectus in this column. Whether you are a shareholder of F-P or not, you cannot help but be favorably impressed by what J. H. Crang & Co. has to say about Canada's leading theatre circuit.

The prospectus opens with the information that there are 1,800,000 shares of common stock, no par value, authorized, with 1,737,072 shares issued. Of this latter figure, Paramount Pictures Corporation hold 51%. The price range of the stock is traced from 1949 to 1954. High for 1949 was \$16, with a low of \$13.25. High for 1950 was \$17.50, low \$13.25. In 1951, the high was \$18.25, the low, \$15.50. In 1952, the range was \$19.25 high, \$12.50 low, while in 1953 it hit a high of \$21.75, with a low of \$18.

Up to November 26th, 1954, the high reached was \$28.50, a spectacular rise over 1953. Low figure in 1954 was \$18, while current price quoted as of last week was \$27.75. Estimated earnings for 1954 are \$2.20 per share; dividend declared for 1954, \$1.60, giving a yield of \$5.77.

Under the heading, OPINION, J. H. Crang & Co. have this to say about F-P stock: "We recommend the purchase of shares of Famous Players at the current price on the following grounds:

(i) The shares of Famous Players have not kept pace with representative issues of other semi-
(Continued on Page 2)

Industry-Dailies Co-op In Toronto Establishing Pattern For Country

The two Toronto afternoon dailies, the Telegram and the Star, have both taken on a new look in their amusement sections. This renewed co-operation can only lead to mutual benefits to all concerned.

Model Theatre At Movie Trade Show

The Altec model theatre, designed by the service organization to explain the workings of stereophonic sound, was a feature of the Canadian Motion Picture Trade
(Continued on Page 2)

The recent meeting of Industry Representatives with department heads of the Toronto Telegram last week to promote better relations between motion pictures and a newspaper was, perhaps, the most significant occasion that has ever taken place in our Industry. Other meetings are planned with the other two daily papers. Gath-
(Continued on Page 6)

NFB Planning For Spring Move To New Montreal Headquarters

The National Film Board hopes to move into its new Montreal headquarters in the spring of 1956, the Government Film Commissioner, A. W. Trueman, announced in an address at the opening of the Associated Screen News Workshop. First move of equipment and personnel is scheduled for the fall
(Continued on Page 3)

Keep your on



HARVEY HARNICK
(See page 3)

There's No Business Like Show Business

Darryl F. Zanuck's presentation of Irving Berlin's "There's No Business Like Show Business" will debut in 275 U.S. and Canadian engagements during the Christmas and New Year holiday season in
(Continued on Page 3)

Jack Fitzgibbons Receives Award For Prize Winning Popcorn Entry

American Trade Association Executives, Washington, D.C., an international trade association representing in excess of 1,400 trade organization groups throughout the U.S. and Canada, conferred a Certificate of Recognition upon International Popcorn Association during the recent convention. Samuel B. Shapiro, manager, Linen Supply Association of America, Chicago, and treasurer of ATA, presented the framed award to IPA Chairman J. J. Fitzgibbons, Jr., at the opening luncheon.

The honor was presented based
(Continued on Page 7)

THE CANADIAN
MARCH OF DIMES

JANUARY 3-31

Help Fight Polio
To A Standstill!

New Column By Digest Spotlights Equipment

The developments over the last two years in our industry, Cinema-Scope, Stereophonic Sound, Vista-Vision, Perspecta Sound, Wide Screen, etc., has presented new problems to the staffs of our theatres. The Digest is therefore pleased to announce, starting with the New Year, a regular column, that we hope will answer many of the questions posed by these new de-
(Continued on Page 3)

Theatre Poster Get Romar-Vide Agency

Theatre Poster Service has just been appointed exclusive agent in Canada for the Romar-Vide Company of Chetek, Wisconsin.

Romar-Vide manufactures the theatre plastic date strips in varied
(Continued on Page 7)

RKO'S "HANSEL AND GRETEL" OPENING XMAS WEEK IN 6 TORONTO, 2 EDMONTON, 2 MONTREAL AND 3 WINNIPEG THEATRES.

On the Beam

(Continued from Page 1)

luxury industries. Thus capital appreciation may be possible over the intermediate term.

(ii) The management of Famous Players has had an excellent record and has capitalized on new developments in the industry as they have arisen.

(iii) For the past several years Famous Players have been modernizing a majority of their theatres in order to keep apace with new inventions of the industry, such as wide-vision screen, stereophonic sound, etc. This entire modernization program was financed out of earnings with no significant cuts in dividends. Since most of Famous Players theatres are now modernized, these funds will be used for other outlets, thus in the long term adding to the Company's profits."

The prospectus then shows a comparative chart for the Motion Picture Industry stocks and all other industrials. It is accompanied by the following information: "This chart tells a story; it unveils a fascinating picture from the time when in Canada, theatre admission prices were frozen at the 1941 levels, their sudden removal in 1945, the advent of TV, a fight for peaceful co-existence between the motion picture industry and the TV industry from early spring 1951 to spring 1953, and finally the industry's new philosophy and techniques which pushed its stocks to all-time peaks.

"To recapture some of the audience lost to TV, Hollywood resorted to many 'gimmicks' such as 3-D and Cinerama which were very costly. This expensive production plus Hollywood's eagerness to scoop competition from rival studios resulted in increased admission prices for 'quickies' of the double-feature variety. It is no wonder, therefore, that the composite of all Amusement stocks fell below all Industrial issues during 1951, 1952 and early 1953.

"Faced with increasing competition from television, which has attracted a substantial part of the juvenile audience, movie producers realized that a motion picture for a more mature audience was called for.

"An attempt in this direction was made, when on September 16, 1953, 20th Century-Fox's \$4,000,000 production, 'The Robe,' was released. 'The Robe' will rank among the all-time box-office hits. Through a better story, a more balanced cost, and original script and a new audience participation medium — CinemaScope — this

motion picture marked the turning point in the industry's thinking. No longer relying on passing 'gimmicks,' from that time on producers have made qualitatively better motion pictures."

The prospectus then proceeds to give some very interesting information in respect to Famous Players. We quote: "Incorporated on January 28, 1920, Famous Players is the largest owner and operator of motion picture theatres in Canada. The Company, directly or through subsidiary companies, owns, leases, controls or holds an interest in 419 theatres and 27 drive-in theatres, which account for 40% of Canadian attendance and 47% of dollar volume.

"Famous Players has made provision for the imposition of TV on the motion picture industry, by having acquired a 50% interest in TV stations in Kitchener and Quebec City. A recently formed subsidiary, Trans-Canada Telemeter Ltd., has Canadian franchise rights on Telemeter, a pay-as-you-see coin box device which can be attached to a television set, allowing viewer to see special programs, such as sporting events, etc., not shown on regular television channels.

"In addition, Famous Players has acquired the exclusive rights for Canada to license the television inventions of Chromatic Television Laboratories Inc., which recently developed a color television tube considered one of the best on the market."

The prospectus then proceeds to give a picture of the financial status of the Company. "Famous Players' financial position appears to be very sound. The Company's working capital has been steadily increasing despite the heavy expenditures on the modernization of theatres. Working capital as at December 31, 1953, amounted to \$9,474,238, and equity to \$17.20 per share, cash was reported at \$8,671,332 against \$8,032,472 the year previous.

"In the first quarter of fiscal 1954 overall gross was higher than the corresponding period in 1953, but profit was down slightly due to increased costs and large depreciation charges."

In respect to dividends, the prospectus traces the record of the Company for the past few years, pointing out that the earnings per share have gone from \$1.79 in 1947 to an estimated \$2.20 for 1954, and that since 1952, a dividend of \$1.60 has been paid. States J. H. Crang & Co., "a further increase in the regular dividend may be possible."

As a wind-up to the prospectus, the brokerage firm has this to say: "The motion picture business — that is, the exhibition end of it — is largely dependent upon the trend of the consumer dollar. Past experience shows that people by and large will do without a lot of other things before trimming their movie expenditures. During times when expendable income is reduced, a movie-goer may frequent the less expensive community theatres rather than the expensive downtown ones. Whichever the case may be, provided the quality of the pictures is high, the widespread interests of Famous Players assure it a minimum reduction of income."

Republic Dividend

A dividend of 25c per share on preferred stock, payable January 3rd, 1955, to stockholders of record as of the close of business on December 13th, 1954, was declared on Wednesday, December 1st by the Board of Directors of Republic Pictures Corporation at a meeting held at the company's offices at 1740 Broadway, New York City, New York.

Merchants Re-Open Wisconsin Theatre

The decision of Ellsworth, Wis., merchants to finance the reopening of their town's motion picture theatre forms the basis of an advertisement published by COMPO in Editor & Publisher, the magazine of the newspaper industry.

Headed "78 words that ought to be framed," the advertisement reproduces a dispatch from Minneapolis to Variety giving details of the Ellsworth merchants' action. Around the dispatch is a faint line drawing of a picture frame.

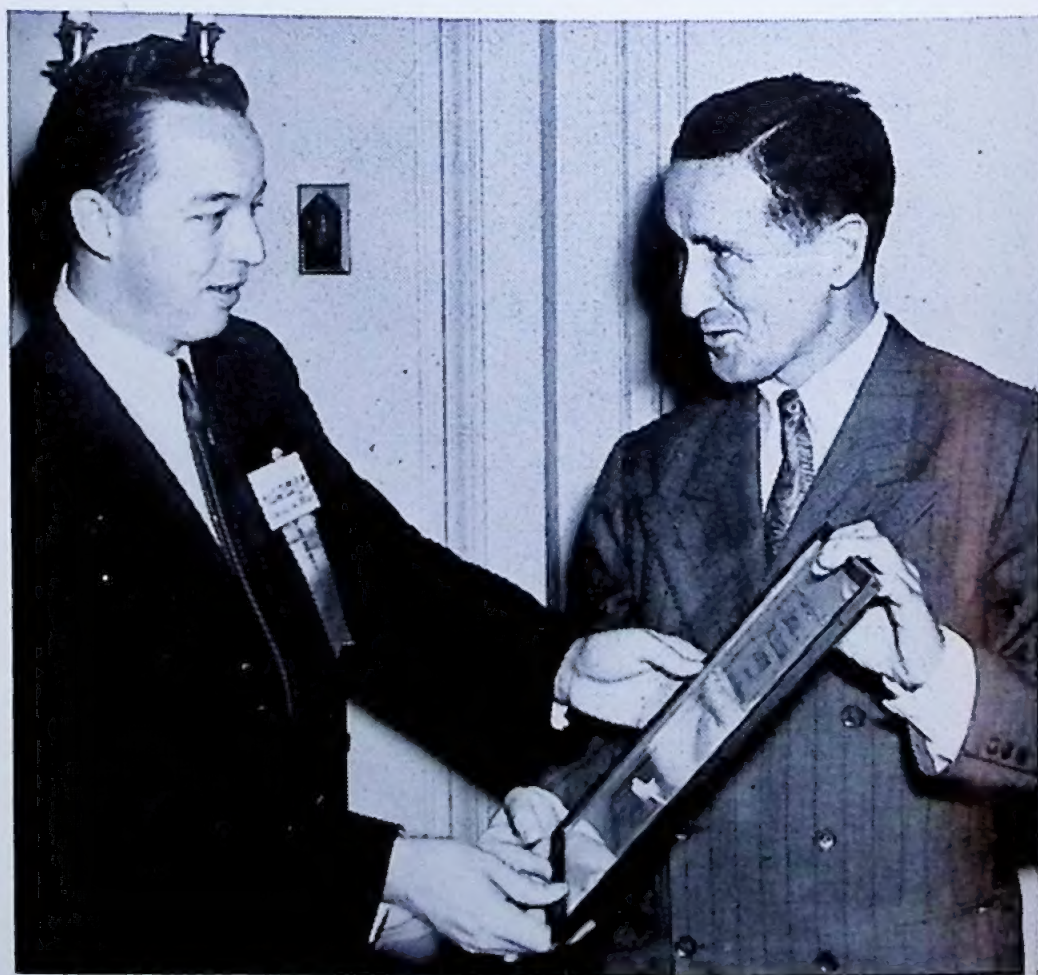
The dispatch related that the merchants decided to subsidize the reopening of the local theatre because they had found that its closing not only had hurt their business but had lowered the morale and spirits of the town's residents.

The advertisement is the 32nd in a series being carried in Editor & Publisher by COMPO.

MOVIE THEATRE

(Continued from Page 1)

Show, King Edward Hotel, Toronto, Canada, November 23-24-25. Presented by Dominion Sound Equipments, Ltd., Montreal, the Altec theatre model is complete with CinemaScope screen, three Voice of the Theatre speakers, auditorium speakers, and projection booth containing projectors with magnetic reproducers, amplifier racks, control panels, etc.



J. J. Fitzgibbon, Jr., Theatre Confections Limited, Toronto, Canada, retiring president of International Popcorn Association and new chairman of the I.P.A. Board of Directors, accepts framed "Certificate of Recognition" from Samuel B. Shapiro, treasurer of American Trade Association Executives, Washington, D.C. The award was presented to I.P.A. for a prize-winning entry in the annual ATAE National Awards Contest among over 1,500 trade associations in the U.S. and Canada, during the recent Popcorn Convention at the Conrad Hilton Hotel in Chicago.

FOR SALE OR LEASE

500 SEAT THEATRE
TECUMSEH

Estate to be settled

Contact Harland Rankin
O'Brien Real Estate
Chatham, Phone 334.

U.S. Film And Equipment Exports Up

Three-dimensional pictures, the new, wider type screens and projection equipment required to keep pace with recent developments in motion pictures have proved a boon to the export branch of the movie industry in the U.S.

The Department of Commerce's Business and Defense Services Administration, Washington announced recently that there had been a 33 percent increase in exports of film and equipment in the first quarter of 1954.

NEW COLUMN

(Continued from Page 1)

velopments.

The new column will feature articles by leading authorities in the equipment field as well as special material supplied by the Projectionist's union.

SHOW BUSINESS

(Continued from Page 1)

one of the largest openings to date of a 20th Century-Fox CinemaScope production.

The mass bow of the \$5 million dollar CinemaScope musical will see theatres in every section of the two countries represented in the holiday line-up. All openings of the film will be supported with powerful advertising, publicity and exploitation campaigns.

Keep Your Eyes On

HARVEY HARNICK

Harvey Harnick's success story goes to prove that there is no such thing as a bad time provided that you have a good man, for Harvey started in the film business in 1929, when the depression was just beginning, and was able to climb upwards on the ladder all during that slump. In 1932, he was sent to Montreal as a booker salesman for Columbia (with which company he has been all during his career in this industry) and, in 1934, became salesman-at-large for all of Canada. In 1936, he returned to Toronto as salesman and, in 1939, went to Calgary as Branch Manager for Columbia there. Three years later, he was recalled to Toronto as Louis Rosenfeld's assistant and, in 1946, was named General Sales Manager for Columbia Pictures of Canada.

Across the Country

Toronto and District

The Fairlawn Theatre in North Toronto has announced a revision of admission prices for younger patrons. Prices for juveniles are now 15c at matinees and 20c at night while those for students are 25c and 35c.

Manager Ed Foley of the Odeon Theatre, Trenton Ont., pulled a nifty community stunt in connection with the engagement of "The Seekers," in the form of a treasure search. He arranged with local merchants to display articles in their store windows not normally carried in stock and the trick was to make out a complete list of stores and misplaced articles for which Foley gave guest tickets. The store-keepers quickly co-operated in the stunt and also used window show cards to boost the picture.

With the Christmas shopping season in fullswing, a number of return engagements were featured at Toronto theatres early in December including "Living It Up" at the seven key neighborhood units of Famous Players where it played as "The Show of the Week." The Uptown had a popular-price run of "The Glenn Miller Story" which broke records previously at that theatre and the International Cinema turned again to "Tales of Hoffman."

Exhibitors in a number of Ontario communities are watching, with interest, a trend among retail business establishments including large shopping centres, to extend store hours, notably on the days toward the end of the week. The movement practically had its start some time ago in the Bloor-Yonge-Bay area of Toronto where the merchants made a break by keeping open until 9 P.M. on Fridays but the trend is spreading rapidly to other places. Late store hours help nearby theatres, it is believed.

Arch H. Jolley, executive secretary of the Motion Picture Theatres Association of Ontario, has been re-elected vice-president of the Musical Protective Society of Canada, of which Col. John A. Cooper, the founder, is honorary president. Among the directors are Angus MacCunn of Famous Players, Craig P. Hughes of Odeon Theatres (Canada) Limited, and William Redpath, General Films Limited.

Oldtimers of the Canadian theatre field will remember Griffith Mitchell, a scholarly old man who died recently at Rochester in his 71st year. At different times he was manager of the Regent and Strand, former downtown theatres in Toronto, and also the Runnymede, back in the days when the late Clarence Robson and H. M. Elliott were managing theatres here and Charlie Dentelback was in the booth.

Maritimes

Mr. M. Komar has returned from Toronto where he attended a Sales meeting of Eastern Division Branch Managers. Mr. Komar returns full of enthusiasm regarding this season's product. He renewed old acquaintances from his home town of Winnipeg, and attended the Grey Cup game.

Mr. George Cuthbert of General Theatre Supply Company was a visitor to Saint John this week. Mr. and Mrs. J. M. Franklin left last week to spend the Winter months, as usual at their home in Miami Beach, Florida.

Mr. George Enos and Mr. S. A. Doane attended a Trade Show meeting in Toronto last week. Mr. W. L. Armstrong of the 'Hub' theatre, Hubbard, Nova Scotia has installed a Wide Screen and Anamorphic Lenses. Mr. Charles Staples, of the St. Stephen theatre was a visitor to Saint John this week.

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NFB

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of 1955, the Film Commissioner said; but the major move will not take place until spring.

The Board plans to keep a staff in Ottawa which will likely number about 25 persons. Their duties will be largely liaison with government departments on sponsored film production.

The Film Commissioner said that work on the Board's new building on Cote de Liesse road was held up on account of bad summer weather but "not seriously."

Describing the building, he said it would house production, technical, distribution and administrative activities under one roof. These activities now were being carried on in 11 different buildings in Ottawa, which handicapped both efficiency and morale.

The Board's existing facilities were being housed in 23,000 square feet less in the Montreal building than in the present dispersed situation in Ottawa. In addition to an allotment of 125,000 square feet for existing facilities, 34,000 square feet was being provided for new services such as cafeteria, studio and small auditorium and for services now provided in Ottawa by the Federal Department of Public Works, like the power plant and truck storage. The new facilities, the Commissioner pointed out, would add nothing to the scope of the Board's activities. The Board at present was under the necessity of renting studio facilities at considerable expense.

The new building would contain in the neighborhood of 400 National Film Board employees.

British Filmites See VistaVision

John Davis, managing director of J. Arthur Rank Organization in England, has been conferring at Paramount Studio where he has been brought up to date on latest VistaVision developments. The first J. Arthur Rank film in VistaVision, "The Flying Trapeze," will roll at Pinewood studios near London, Dec. 28.

Sir Arthur Jarratt, a leading British film executive, visited the Paramount lot last week where he saw the latest VistaVision processes and conferred with executives. Sir Arthur, managing director of British Lion Film Corp., gave his opinion that VistaVision is "positively sensational."

**MacKay alone, where
a hundred were afraid**
You find them at the foot of Superstition
John MacKay, the man they called 'Injun'
the adventure he had been searching out



CINEMASCOPE takes you across the lava-cave
buttes of the 'Lost River' land—over vistas measureless to
above death-craters and painted deserts—to Oregon's ma-
jor country, and magnificent new excitement for the screen!

to be...

Mountain...

Lover', and

across the years!



WARNER BROS. PRESENT

ALAN LADD

IN DELMER DAVES'

"DRUM BEAT"

IN WARNERCOLOR AND STEREOPHONIC SOUND

CO STARRING

AUDREY DALTON · MARISA PAVAN

with ROBERT KEITH · RODOLFO ACOSTA · A JAGUAR PROD.

PRESENTED BY

WRITTEN AND DIRECTED BY DELMER DAVES · WARNER BROS.



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Telegram Runs Caricatures Made During Industry Meet In November



Sketched by W. B. Mac of The Telegram art staff. From top are; Arch Jolley, Toronto, executive director of the Council; F. J. Lundholme, Swift Current, Sask., council member; Dick Main, Sutton, Ont., delegate; Morris Stein, Toronto, delegate; A. J. Mason, Springhill, N.S.; Gordon Lightstone, Toronto, delegate; Dave Griesdorf, Toronto, Council chairman; and Rube Bolstad, vice-chairman.

'There's More Fun At The Movies' Slogan For MGM's '55 Celebration

Plans for a nation-wide "Forward in '55!" campaign by Metro-Goldwyn-Mayer, designed as a salute to the thousands of MGM exhibitors, were announced by Charles M. Reagan, vice-president and general sales manager. The new project will be called "MGM's 1955 Motion Picture Theatre Celebration."

The slogan for the salute will be "There's More Fun at the Movies!" While the promotion activity will be undertaken by MGM from Jan. 1 through April 30, it is hoped that the momentum will be maintained indefinitely.

In outlining the campaign, Mr. Reagan said:

"I believe there is every indication that 1955 will be a great movie year and that the upswing in '54 will continue and will be accelerated. We are convinced that this business is now firmly established on the road to recovery of much of the patronage that has been lacking in the postwar years. We believe that the rate of recovery can be speeded by better product, which we are now getting, and by better selling of this product to the public."

In paying tribute to the theatre and the exhibitor as a vital part of motion picture progress Mr. Reagan said:

"We confidently expect that some 15,000 theatres will participate in this 'Forward In '55!' campaign. We feel we are basically right in saluting the theatre now that our industry is well launched into a new era. The artists who make our pictures—producers, directors, writers, actors, are working with wonderful new tools that the technicians have perfected for them. But none of these improvements—bigger screens, more realistic sound, more glowing color—could be employed to make better movies if the motion picture theatres were not equipped to bring these greater productions to their audiences. In short, the theatre is the place that makes great product possible."

"We know that the best place to see a motion picture is in a movie theatre and that the entertainment being provided in the movie theatre today is the finest in the world. So, we want to salute our exhibitor friends throughout the U.S. and Canada with this promotion campaign. Our plans focus on the local community and theatre, not on the glorification of Hollywood. We hope to help launch 1955 on an upsurge of showmanship."

Tely Story States 'Movies Are Booming'

Some 50 years ago, the movie industry started in Canada. Toronto saw its first newsreel in 1897, when two Americans rented an empty store at the corner of Richmond and Yonge. The newsreel showed the fight between Bob Fitzsimmons and James J. Corbett.

Three years later, scenes of the Boer War were shown in Massey Hall and several months later Shea's vaudeville house began showing films as "chasers."

In 1902, in a tent on the outskirts of Vancouver, for 10 cents each, residents were being invited to watch flickering shadows on a white sheet. The scenes were of the Spanish-American war.

In 1906, the first regular motion picture show in Canada was probably opened in Toronto, just south of the present site of Loew's. John Griffin, a circus showman, was the proprietor, charging five cents to see *The Train Wreckers*.

In 1916, N. L. Nathanson turned the old Regent theatre, on Adelaide east of Bay, into a movie theatre. Famous Players and the Canadian movie industry were on the march.

From the silent, flickering shadows on white sheets hung in drafty tents or rented stores to the palaces of bright colors and resounding stereophonic sound is not such a large jump.

The movies depend today, as they did 50 years ago, on giving entertainment to the masses at a price the public can afford.

And still important, is what goes on on the screen.

Technical advances, improved skills have enabled the movie industry to take its audiences into 17th Century Verona, into 20th Century Paris, into the backyard of a Greenwich Village tenement block.

These advances, along with good stories, sound direction, imaginative acting, are what keep the audiences filing past the box office.

Sound, color, CinemaScope, VistaVision, Todd AO, Cinerama, and wide screens are winning back patrons who had gotten out of the movie-going habit.

Big pictures, big stars, names and good entertainment are holding them.

TORONTO PAPERS

(Continued from Page 1)

ered for discussion were the executive heads of a great metropolitan newspaper (circulation 366,000) and the advertising and publicity men of distribution and exhibition.

Speaking for the Telegram, Mr. Doug McFarland stated that his paper will expand its editorial support of Motion Pictures and welcome the views and assistance of those in our Industry to make it a newspaper with the best daily Amusement Section in Canada. He said that another prominent columnist would be called to the staff of that section, and important attention will be given to the layout and general make up of Amusement pages.

It was obvious to the Industry representatives present that the Telegram was earnestly developing an idea that could influence its readers to take a renewed interest in Motion Pictures. Opinions were expressed by "Movie" men present that here was a policy that was openly designed to sell more theatre tickets and one that merited the support of Our Industry.

If Our Industry does not grasp firmly the hand of friendship that has been extended, then by our indifference we will indicate that we are satisfied with the conditions that have existed in the past, and, that we do not need the help and co-operation of a Newspaper. To steal a part of a phrase from Arthur Mayer's recent speech in Toronto — "We pay lip service" in condemning a condition but we are not willing to materially support a move to clean it up.

It should be obvious that, if this development in the Toronto Telegram creates benefits both for the newspaper and for films, it could well spread to other cities in Canada and the United States.

M. Pickman To DCA

Milton E. Pickman will hold the production reins on films financed by Distributors Corp. of America. He joined the organization over the past week as exec in charge of production and as such will have various approval rights, including scripts and talent, involved in DCA production.

Pickman, now on the Coast, has been assigned to "Finian's Rainbow," feature cartoon adaptation of the Broadway musical, which is now being co-produced by Maurice Binder and DCA.

Pickman recently terminated a two-year contract with Columbia where he was a production executive.

THEATRE POSTER

(Continued from Page 1)

fluorescent colors. They also manufacture a theatre merchant display frame for theatre promotion and exploitation.

Both items were displayed at the recent T.O.A. Convention in Chicago, and received wide acclaim from both American and Canadian exhibitors.

Newbery Leaves Rep. Joins Dudley Pics

Dudley Pictures Corporation, active in the field of short subjects and the making of films for industry, will expand operations to include production of six feature pictures a year. The new plans were reported by Carl Dudley, president of the company, coincident with the announcement that Charles Bruce Newbery, former distribution executive for Republic, was joining the company as executive vice president.

A \$2,000,000 revolving fund has been established to start the feature picture activity, Mr. Dudley said. Mr. Newbery, who has spent most of his long film career managing production and distribution affairs for American companies in Europe and Asia, will go to England shortly to arrange facilities for the production of a picture in London next March.

The Young Lovers

The news has been confirmed that Queen Mother Elizabeth viewed a special screening of the new Rank picture, "The Young Lovers," (tentative title) at Rideau Hall during the recent stay of Her Majesty in Ottawa.

Summerville Wins



Don Summerville, a real showman, was elected to Toronto City Council last Monday as Alderman for Ward 8. Don, using typical "show business" stunts, garnered one of the largest votes in the whole city.

Krim's Pledge Of Block-Busters From United Artists Confirmed

A few months back, United Artists' President Arthur B. Krim promised the motion picture industry and film audiences a series of new pictures that he termed "blockbusters" — high-budget productions that would bring great entertainment to moviegoers and great grosses to theatre owners.

The "blockbuster" program started with a resounding roar as "The Barefoot Contessa" went into release this month, following its gala benefit world premiere at the Capitol Theatre on Broadway. The spectacular Technicolor production, starring Humphrey Bogart and Ava Gardner, opened to such tremendous business at the Capitol that UA's sales chiefs estimated that it was destined to become one of the greatest hits of all time as it outgrossed the company's biggest Capitol Theatre money-makers, "Moulin Rouge" and "The African Queen."

With "The Barefoot Contessa" under way, United Artists was levelling its sights on a second "blockbuster" — "Vera Cruz," the Hecht-Lancaster Technicolor epic, starring Gary Cooper and Burt Lancaster, co-starring Denise Darcel and Cesar Romero and introducing the new Latin firebrand, Sarita Montiel. "Vera Cruz," a gigantic \$3,000,000 production, is scheduled to follow "The Barefoot Contessa" at the Capitol some months from now and then go into nation-wide release.

"The Barefoot Contessa," a Figaro Inc. Production written and directed by Joseph L. Mankiewicz, opened in Toronto at the Odeon and is in its 3rd week.

Goldwyn Jr. Film For United Artists

Samuel Goldwyn, Jr. last week announced he has formed his own independent motion picture production company, and at the same time, it was announced by Arthur B. Krim, president of United Artists, that his company has signed a releasing deal for Goldwyn Jr.'s first picture.

Goldwyn Jr. has acquired three properties to be produced during 1955. They are "Sharkfighters," an original screenplay by Jo and Art Napoleon based on an incident of Naval Heroism in World War II; "Linnett Moore," based on a story by James Edward Grant which originally appeared in The Country Gentleman; and "The Dancing Detective," a published story by Cornell Woolrich whose original story, "Rear Window," was filmed recently by Alfred Hitchcock.

Goldwyn Jr.'s first picture will be "Sharkfighters" on which production will start in February.

Across the Country

(Continued from Page 3)

Vancouver

Downtown business on the light side current session. Two pictures above average are "Dragnet" and a fourth and final week of "White Christmas."

Odeon circuit have closed the Plaza in Victoria for a complete renovation job to cost approximately \$100,000. Plaza is the oldest house in the Capitol city built in 1899. The Gem Theatre at Sidney operated by Mrs. R. C. Hartman is making major alterations, installing 100 loge seats and CinemaScope equipment at a cost of around \$200,000. Sidney is in the Victoria district of Victoria Island.

A gunman was disarmed by theatre doorman Peter Clark of the Odeon-Dunbar who escaped after a struggle, empty-handed. The attempted hold-up at the theatre brought to 51 the number of cases of robbery with violence in the city this month, including seven bank hold-ups.

Drive-in theatres in the Calgary area are not afraid of TV competition. Two ozoners, the Chinook and Cinema Park, are giving away a TV set as a lucky prize to patrons.

Doug Haddon, former assistant at the Strand, was moved over to the Orpheum as the assistant to manager Ivan Ackery.

Charlie Doctor, Capitol manager, captured a full page in the Vancouver Herald for his showing of "King Richard and the Crusaders." He gave the paper's delivery boys a preview of the WB picture.

Australian Circuit Readies For Para's VV

The Greater Union circuit of 128 theatres throughout Australia is progressively installing panoramic screens of the VistaVision aspect ratio, 1.85:1. This is officially stated by a spokesman for the circuit, and is the first definite news of GUT's policy in regard to the new screen techniques. Paramount's initial VV production, "White Christmas," will have its Australian debut via two Greater Union houses, the Capitol in Sydney and the State in Melbourne. They are two of the largest theatres in Australia. The Capitol will play "Christmas" simultaneously with the Sydney Prince Edward (Paramount's regular first-run outlet there) and the VV pic will go into the State simultaneously with the Melbourne King's (operated by Paramount).

Several GUT city and suburban houses already have been switched to the 1.85:1 ratio, and the circuit is using Miracle Mirror screens for the larger theatres. It considers that a flat plastic sheet is adequate for the smaller houses. Asked if the GUT policy meant the circuit was "going VistaVision," the spokesman said the position was rather that GUT was installing equipment which would enable it to show VV product among other pix. The 1.85:1 screens could be masked off to show films in any of the accepted ratios. . . . It means, in effect, that GUT will show VV and normal wide-screen blow-ups on the largest possible screen.

Fact that GUT is installing VV-ratio screens does not come as a surprise to the industry, since it's well known that the Rank Organization, which has espoused VistaVision, is half-owner of GUT. Nevertheless, the present announcement is the first official indication of the circuit's intentions. Its significance as a lead for independent exhibitors is likely to be far-reaching.

It means, in effect, that GUT will show VV and normal wide-screen blowups on the largest possible screen, and will mask down for CinemaScope.

The Annapolis Story

Diana Lynn definitely will be the object of John Derek's affections when "The Annapolis Story" is filmed by Allied Artists. Miss Lynn just finished a part in "The Track of the Cat," adapted from Walter Van Tilburg Clark's novel, and will go into "The Gabriel Horn" as soon as she finishes the Navy story.

ANOTHER WONDERFUL ROMANCE FROM



THE AUTHOR OF "THE QUIET MAN"!



HERBERT J. YATES and HERBERT WILCOX
presents

TROUBLE IN THE GLEN

Actually filmed in the Scottish Highlands

TRUCOLOR by Consolidated

starring
MARGARET LOCKWOOD • ORSON WELLES • FORREST TUCKER

co-starring
VICTOR McLAGLEN • JOHN McCALLUM • MARGARET McCOURT • ARCHIE DUNCAN

Screen Play by FRANK S. NUGENT

From the story by MAURICE WALSH

Produced and Directed by HERBERT WILCOX

A REPUBLIC PICTURES PRODUCTION

Republic Pictures Corporation



PRINTED IN U.S.A.

CANADIANS ATTEND
COAST MEETINGS

GORDON LIGHTSTONE



A. W. PERRY



MARK PLOTTEL



WIN BARRON

Universal-International Roster
Of Top Stars At New High In '55

Universal-International now has one of the largest collections of top stars under contract for one or more pictures.

At present, Universal has working arrangements with 15 stars in addition to the twenty leading performers with whom it holds contracts for exclusive service. Heading the studio's roster of "outside" names are James Stewart, June Allyson, Jose Ferrer, Jane Russell, Kirk Douglas, Jane Wyman, Dana Andrews, Janet Leigh, Gloria Grahame, Jack Palance, Donald O'Connor, Ruth Roman, Victor Mature, Maureen O'Hara and Charlton Heston.

Universal, which hit a winning streak and forged ahead while larger studios encountered financial difficulties two years ago, set a new pattern in star-studio relations by agreeing to give certain performers a share in profits of pictures

Crawley Films Issues
Free Film Catalogue

A new directory issued shows that more than 8,000 films in both English and French are available to Canadians "free for the asking."

The "Directory of Sources of Free 16mm. Sponsored Films in Canada," the work of Crawley Films Limited, lists 256 sources who together have some 8,000 free films. This is the second edition to be published by Crawley's. The first, with 185 film sources, was released in 1952. A total of 15,000 copies were distributed on request without charge.

Aim of the publication, Crawley's explain, is to bring together two groups — users and sponsors. In addition to the 256 individual sponsors listed, the preface tells that Canada has 31 provincial libraries and 392 community libraries and depots. Close to 11,000 organizations belong to a vast network of 428 film councils. In addition, the larger centres have commercial libraries.

Canadian films are used by thousands of groups of all kinds—schools, colleges, home and school associations, and farm, labour and church organizations. Many also appear on television.

The Directory explains that film production is rapidly expanding in Canada with 600 to 700 motion pictures and filmstrips being produced each year for industry, government, education and television. Practically every phase of Canadian life is pictured on film.

Organizations and community groups may obtain copies from Crawley Films Limited in Ottawa, Toronto, or Montreal.

they made. Other studios have since made such deals, but on a modified basis. The company's term-contract list is now one of the largest. It was brought about by the appropriation of \$1,000,000 specially earmarked for the development of new talent.

UA Picture Sets
Canadian Filming

Lewis Allen has been set to direct Samuel Bischoff-Dave Diamond's "Canada's Great Manhunt," UA release to roll in Dec. with Edward G. Robinson and George Raft co-starring. Picture is expected to be filmed at Canadian locations.

United Amusements
Declare Dividends

United Amusement Corp., declared an extra dividend of 15 cents per share along with dividends of 25 cents on the A and B shares and voting trust certificates, all payable Dec. 15 to holders of record Nov. 30.

32 Writers Busy
For Columbia

Columbia has been keeping her writers busy with their forthcoming production lineup and Jerry Wald disclosed that there was a total of 32 writers either preparing or just having completed scripts.

FITZGIBBONS JR.

(Continued from Page 1)

upon an entry in the annual ATAE Awards Contest, sponsored by the Washington, D.C., trade group. J. J. Fitzgibbons, Jr., and Thomas J. Sullivan, IPA executive vice-president, prepared the prize-winning entry by telling the story of the organization of International Popcorn Association by the Popcorn Industry Organizing Committee two years ago. It detailed the formulation of the seven-segment organization, which became the successor to National Association of Popcorn Manufacturers.

Lauding the work of the committee members who made up the Popcorn Industry Organizing group and the officers and directors of NAPM and IPA, Mr. Shapiro stated, "This award pays tribute to the ingenuity of those pioneers of your industry whose broad foresight gave birth to IPA. It also marks a great service to an industry which is often referred to as America's fastest growing. I predict that the Popcorn Industry will prosper and flourish beyond the imagination of any of its present-day members and that IPA, with its unique seven-segment representation, will serve it well and be its most valuable asset."

The original award will be hung in the IPA Headquarters Office in Chicago; however, photographic copies of the award will be sent to all members with an explanation of its significance. Copies of the IPA entry will be placed in the Library of Congress; in libraries all over the U.S. and Canada as reference information on the industry, as well as being circulated to the 1,400 members of American Trade Association Executives.



RAY MILLAND SIGNS DUAL STAR-DIRECTOR CONTRACT WITH REPUBLIC

Ray Milland, long a top boxoffice star, receives an eagerly awaited opportunity to also direct. He is shown here with Herbert J. Yates (right) Republic president, and Jack E. Baker (center) vice-president in charge of Republic Studio operations, as he signs a contract to star in and direct one of the company's largest budgeted films, "The Gunman." A top star feminine lead will soon be announced for the picture which will go into production some time in March.



June Allyson at Warners for wardrobe and makeup tests in connection with her role in the "The McConnell Story", co-starring with **Alan Ladd**, in this **CineScope** opus . . . **UA** busy in preparation for their **Robert Rossen** production "Alexander The Great" with shooting on location in Spain and Greece . . . New additions to the cast of **MGM's** "The Cobweb," are **John Kerr**, of "Tea and Sympathy" fame, and **Fay Wray**, the cast includes such important names as **Charles Boyer**, **Lauren Bacall**, **Richard Widmark** and **Lillian Gish** . . . **Walter Hampden**, distinguished Shakespearean star signed by **Paramount** for the role of crafty King Louis, in their forthcoming film "The Vagabond King," featuring **Kathryn Grayson** and **Oreste Kirkop** . . . Three of the four novels currently on the best-seller list are either in production or pre-production stage at **20th-Fox**, they are "Katharine", "Soldier of Fortune," and "The View From Pompey's Head". . . 20 January magazines to be utilized by **Universal** in tremendous tie-up for pre-selling policy of their sensational melodrama "Six Bridges to Cross". . . **Finlay Currie** and **William Hartnell**, two noted British actors join cast of **Columbia's** "Deadlock". . . "The Darkest Hour," announced as **Warner's** next **Alan Ladd** **Jaguar** Production . . . Producer **Buddy Adler** names actor **Tommy Noonan** as first cast member of **20th-Fox's** **C'Scope** drama "Violent Saturday," . . . After an absence of eight years, **Edward G. Robinson** returns to the **Warner** lot for his stint in the hard-hitting drama titled "Illegal" . . . **Ray Teal** added to cast of **Paramount's** "The Desperate Hours," in the important role of state police lieutenant . . . **Columbia** schedules "Flame-Out," as its second service picture for 1955 . . . **Universal** has re-teamed it's popular stars of "Magnificent Obsession" fame, **Jane Wyman**, **Rock Hudson** and **Agnes Moorehead**, for "All That Heaven Allows". . . **Ruth** and **Augustus Goetz**, have begun work on the screenplay "Trapeze," forthcoming **Hecht-Lancaster** Production for **United Artists**, which is slated for 1955.

Newsreels Capture Maritimes Beauty

Some very interesting shots of the Maritimes have been appearing in recent newsreels. **Warner Bros.** **Pathe** newsreel men were in **Saint John** and filmed the world famous **Reversing Falls**—a scenic wonder discovered in 1604 that has been fascinating men every since. As the tide rolls in the torrent is pushed back and the 'Saint John' flows in reverse creating one of the rare two-way waterways in the world.

On the **Nova Scotia** Border (**New Scotland**) stands the **Border Piper** blowing a skirling salute on the bagpipes to every visitor. This interesting feature appeared in **Warner Bros.** newsreel some time ago.

Another recent Newsreel displayed how fishermen net fish on dry land. On the **Bay of Fundy's** **Cumberland Bay** where fish are caught in nets and then left high and dry the tide ebbs more than two miles—there is good fishing for some **Nova Scotia** fishermen

who never go to sea.

Another event that might have had a tragic ending and appeared on the **Associated Screen** news as well as on **Television** was the predicament of **Mr. F. J. Essen** of **Toronto**, President of a **Chimney Inspection and Maintenance** Company who became stranded atop the 150-ft. chimney of the **McAvity** plant on **Rothsay Avenue** when the steps on the permanent ladder inside the chimney gave way and **Mr. Essen** was forced to climb to the top of the chimney. Here he sat in the broiling sun from ten o'clock in the morning until 4.30 in the afternoon while many attempts were made to rescue him. A helicopter was brought over from the **Greenwood Base** in **Nova Scotia**, and, his final removal would top any thriller in the **Movies** as the helicopter hovering at a dizzy height, lowered an aluminum basket into which **Mr. Essen** climbed. Suffering from shock and the hot rays of the sun **Mr. Essen** was taken to the **General Hospital** from which he was discharged the next day.



Guy Upjohn, assistant buyer and booker for **Odeon Theatres** will be spending a few months in **England** with the **Rank Organization** . . . he is due to leave at the beginning of the **New Year** . . . **Pat Travers** called in the results of **Local 173 Projectionists Union** elections; President, **Jimmy Sturges**; Vice-president, **Roy O'Connor**; Sec.-Treas., **Lou Lodge**; Recording Sec., **Bert Higgins**; Business Board members, **Doug Cameron**, **Dave Seigel**, **Roy Wilson** and **Graydon Hulse**; Trustees, **Lorne Clark**, **Ted Covert** and **Jack Harris**; Sergeant-at-Arms, **Jim Farrah** and **Tyler**, **George Robinson**.

Toronto theatres have scheduled two midnight showings for **Dec. 26** and **Dec. 31** . . . **Dec. 26** a **Sunday** and the night before **Boxing Day**, should be big as **Monday** has been declared a legal holiday . . . **Lenord Bernstein**, **Columbia**, is due for congrats, he became the father of a new born baby last week . . . **Peerless Films** in the **Film Exchange** building was broken into over the week-end.

John Bassett, Jr., **Telegram** publisher has invited all exhibitor and exchange heads to a luncheon next **Monday** to meet **Clyde Gilmour** and **Stan Helleur** . . . this we believe is a first, as is the full page the **Tely** had last **Saturday** publicising the arrival of **Gilmour** on their amusement page . . . the ad a statement from **Gilmour** ended with "I'll be seeing you at **THE MOVIES**."

JARO has put into release a two reel featurette called "The **Churchill Story**" coinciding with recent 80th birthday celebrations held all over the world for **Britain's** "proud old man". . . we hear via the grapevine that **North Bay** held a very successful **Benefit Show** for **Variety Village**.

The **Motion Picture Event Of The Week** . . . the election of **Don Summerville**, as **Alderman** in **Ward 8, Toronto** . . . his showmanship in the campaign not only elected him but put him at the top of the poll.

STRAND
Ring Of Fear (WB) C'Scope and WarnerColor with Mickey Spillane.
CAPITOL
The Black Dakotas (Col.) Tech. with Gary Merrill and Wanda Hendrix.
KENT
Black Horse Canyon (EU) and The Stranger (Alliance).



Trans-Canada



USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
5th week. White Christmas (Par.) Vista-Vision and Tech. with Bing Crosby.
SHEA'S
Ring of Fear (WB) C'Scope and WarnerColor with Mickey Spillane.
ODEON
Third week. The Barefoot Contessa (UA) Tech. with Humphrey Bogart and Ava Gardner.
HYLAND & CHRISTIE
Third week. Father Brown, Detective (Col.) with Alec Guinness.
LOEW'S
2nd week. The Last Time I Saw Paris (MGM) Tech. with Elizabeth Taylor and Van Johnson.
UPTOWN
The Glenn Miller Story (EU) Tech. with James Stewart and June Allyson.
UNIVERSITY & EGLINTON
This Is My Love (RKO) Pathecolor with Linda Darnell and Dan Duryea.
TOWNE
4th week. Modern Times ((UA) with Charlie Chaplin.
DOWNTOWN
The Golden Mask ((UA) and Operation Manhunt (UA).

MONTREAL

CAPITOL
Dragnet (WB) WarnerColor with Jack Webb.
LOEW'S
2nd week. White Christmas (Par.) Vista-Vision and Tech. with Bing Crosby.
PALACE
2nd week. Broken Lance (20th-Fox) C'Scope with Spencer Tracy.
PRINCESS
2nd week. Rogue Cop (MGM) with Robert Taylor and Janet Leigh.
AVENUE
Three Cases of Murder (IFD) with Orson Welles.
KENT
Hobson's Choice (IFD) with Charles Laughton.

WINNIPEG

CAPITOL
Demetrius and the Gladiators (20th-Fox) C'Scope and Tech. with Victor

Mature.
LYCEUM
The Gambler From Natchez (20th-Fox) Tech. with Dale Robertson.
MET
On the Waterfront (Col.) with Marlon Brando.
ODEON
2nd week. Doctor in the House (JARO) Tech. with Dirk Bogarde.
GARRICK
2nd week. Woman's World (20th-Fox) C'Scope and Tech. with Clifton Webb.
DOMINION
Adventures of Robinson Crusoe (UA) Pathecolor with Dan O'Herlihy.

CALGARY

CAPITOL
Susan Slept Here (RKO) Tech. with Dick Powell and Debbie Reynolds.
PALACE
Betrayed (MGM) Color with Clark Gable and Lana Turner.
UPTOWN
The Raid (20th-Fox) Tech. with Anne Bancroft.
GRAND
Drum Beat (WB) C'Scope and WarnerColor with Alan Ladd.

VANCOUVER

CAPITOL
King Richard and the Crusaders (WB) C'Scope and WarnerColor with Rex Harrison.
VOGUE
On the Waterfront (Col.) with Marlon Brando.
PLAZA & FRASER
The Seekers (JARO) Eastman Color with Jack Hawkins and Glynis Johns.
ORPHEUM
Dragnet (WB) WarnerColor with Jack Webb.
STRAND
Duel In The Sun (IFD) Tech. with Gregory Peck.
STUDIO
Father Brown, Detective (Col.) with Alec Guinness.

ST. JOHN

PARAMOUNT
Drum Beat (WB) WarnerColor & C'Scope with Alan Ladd.

THE BIGGEST SPY STORY OF THE DECADE IS BIG BOXOFFICE!

"OPERATION MAINFLEET"

THIS IS
IGOR GOUZENKO
in the picture everyone is
gasping about . . . and the
author of the best-seller,
"THE FALL OF A TITAN,"
everyone is talking about!

with
HARRY TOWNES
and JACQUES AUBUCHON • WILL KULUVA
IRIA JENSEN • Produced by FRED FELDKAMP
Directed by JACK ALEXANDER
Original Screenplay by PAUL MONASH



thru
UA

"Excellent exploitation possibilities that should be capitalized upon for good boxoffice returns. Should net word-of-mouth and plenty of publicity. Suspenseful! Fast-moving action!"

—INDEPENDENT FILM JOURNAL

"Should please most types of audiences!"

—M. P. DAILY

"Engrossing! The story has been given a realistic touch by its semi-documentary treatment. Mounting suspense throughout! Can be exploited to advantage!"

—HARRISON'S REPORTS

"Suspense-filled! Authentic settings and backgrounds, good performances, capable direction and production!"

—EXHIBITOR

"Spy meller with documentary flavor. Exploitation value helps fair b.o. prospects. Suspense builds nicely."

—VARIETY

"Taut, suspenseful drama. Should sell to old and young alike. Sustains interest throughout...screenplay extremely interesting."

—FILM DAILY